



Webinar for VISTA

Say it Like You Mean It: Communicating About VISTA

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please dial: 1-888-790-3055
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This session will begin shortly.

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Webinar for VISTA

Welcome

to

Say it Like You Mean It: Communicating about VISTA

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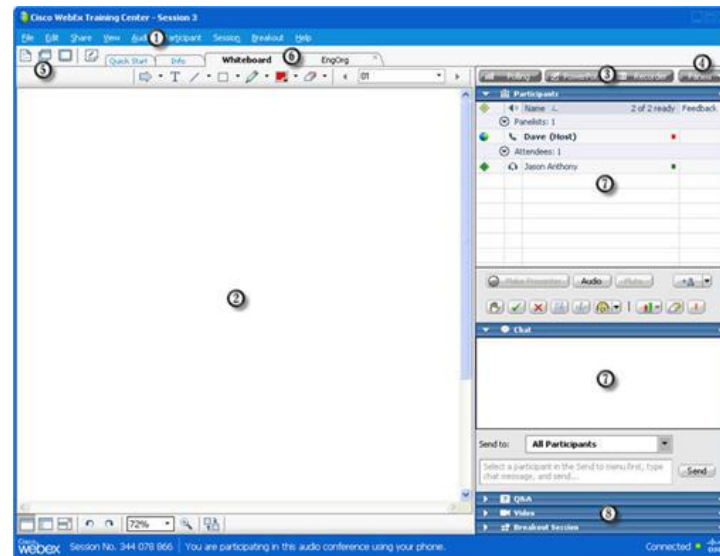
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Tips for Participating

- Submit questions to the presenter at any time using the Q & A feature.
- Share tips, resources, and ideas with other attendees using the Chat feature.
- The phone line will be open later in the presentation for Questions and Answers.



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Today's Team



**Elizabeth
Matthews,**
VISTA Outreach
Specialist



Michelle Bond,
Vice President,
Campaign
Consultation, Inc



Kailey Redding,
Habitat for
Humanity,
Mississippi Gulf
Coast

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Today's Agenda

- Understanding AmeriCorps VISTA
- Explaining Your Role in the Community
- Promoting and Connecting to National Service
- Being the Face of AmeriCorps VISTA
- Effective Communication Tools
- Telling Your Story

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Understanding VISTA

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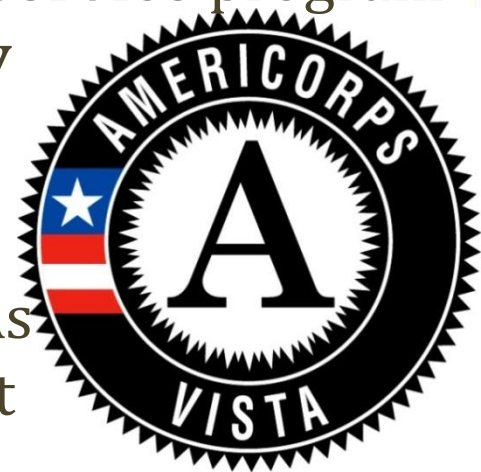
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Key Points

- AmeriCorps VISTA is a **national service** program that works to **eliminate poverty**
- Nearly **50 years** of Volunteers In Service To America
- There are more than 7,000 VISTAs who serve annually at a nonprofit or government agency
- VISTAs serve throughout America to **build capacity** of homegrown efforts to address community challenges and enable people to become self sufficient and secure



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Explaining Your Role in the Community

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Working with Folks Who Don't Understand AmeriCorps VISTA



Kailey Redding

AmeriCorps VISTA

Habitat for Humanity, Mississippi Gulf Coast

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What Makes Me Different?

- Serving the community 24/7
- A one year program for personal and community development
- Funded by CNCS, a government agency
- Focus on capacity building and not direct service



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Tell Your Story



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Ways to Describe VISTA

- “A domestic Peace Corps”
- “A walking, talking, grant to build capacity and address poverty in our community”
- “A national service program where members commit to a year of service to expand the capacity of homegrown efforts to address community challenges”
- “A collaboration with my sponsoring agency to address poverty and enable people to become self-sufficient and secure through service”

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Your Responses

- “Helping those who can't help themselves through creative solutions for which there is no funding”
- “VISTA is a service program that allows me to be the bridge that connects my agency's programs to the needs of the community”
- “My job is to give my program the tools to become more economically viable and socially effective, teach the staff and volunteers how to use those tools and make myself obsolete”

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Promoting and Connecting to National Service

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National Service

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AmeriCorps
NCCC

AmeriCorps
State/National

**AmeriCorps
VISTA**

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What is CNCS?

- The Corporation for National and Community Service (CNCS) is a federal agency that engages more than 4 million Americans in service through Senior Corps, AmeriCorps, and the Social Innovation Fund, and leads President Obama's national call to service initiative, United We Serve.
- CNCS Priorities
 - Expand Economic Opportunity
 - Drive Innovation and Impact
 - Grow National Service and Volunteerism
 - Explain Why Service Matters

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Ways to Promote National Service

- Organize projects on national days of service such as MLK Day and 9/11 and during AmeriCorps Week (March 9-17, 2013)
- Connect and collaborate with other national service members and alums in your area
- Explain the impact of national service in your area
- Share your service story with those in your community, family, friends and colleagues

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Being the Face of VISTA

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Importance of Branding

- Connects you and your work to AmeriCorps VISTA
- Helps us tell the AmeriCorps VISTA story
- Shows the impact of AmeriCorps VISTA on the ground
- Raises awareness of AmeriCorps VISTA and national service



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Examples of Branding



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Promoting VISTA on the Web



AmeriCorps VISTA

[History Of AmeriCorps VISTA](#)

[Host Sites](#)

[Our VISTAS](#)

[The VISTA Project](#)

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AmeriCorps VISTA

AmeriCorps is one of many national service programs administered by the Corporation for National and Community Service (CNCS). One branch of AmeriCorps known as VISTA (Volunteers in Service to America), is an anti-poverty program created in 1964 as part of the War on Poverty. AmeriCorps VISTA taps the skills, talents, and passion of more than 7,000 Americans annually to support community efforts to overcome poverty by building capacity and sustainability in nonprofits and local government agencies.

History of AmeriCorps VISTA at the EDC

AmeriCorps VISTA has a legacy of bringing about positive change in Fresno County. In 2004, the EDC's Community Development Department was able to attain a \$300,000 USDA Rural Communities Development Initiative Grant. The Department was then granted AmeriCorps VISTAs to facilitate the administration of the grant.

Learn More About Tax Incentives?

We offer workshops throughout the year to assist businesses avail of tax incentives.

[Go to the Calendar](#)

SHOW YOUR SUPPORT



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VISTA Gear

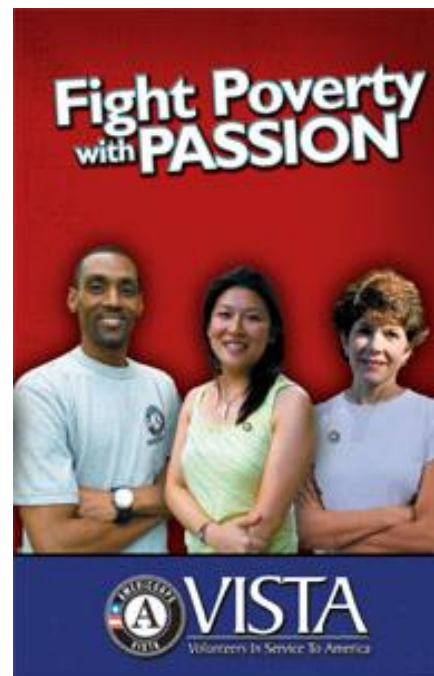


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VISTA Publications



AmeriCorps VISTA



AmeriCorps VISTA (Volunteers In Service To America) taps the skills, talents, and passion of more than 7,000 Americans annually to support community efforts to overcome poverty. The program's nationwide corps of VISTAs commit full time for a year at nonprofit organizations or local government agencies to build the capacity of these organizations to carry out programs that fight poverty. VISTAs recruit and manage community volunteers, raise funds, and help manage projects. VISTAs support programs that improve academic performance, expand job opportunities, develop financial assets, reduce homelessness, and improve health services. They also support programs that increase housing opportunities, increase economic opportunities for low-income women and military families, and expand access to technology for those living in rural and urban areas of poverty across America.

Core Principles of AmeriCorps VISTA

Anti-Poverty Focus: AmeriCorps VISTA supports community efforts to overcome poverty. Key nonprofit organizations, educational institutions, or other public agencies with a primary mission designed to alleviate poverty may sponsor a VISTA.

Community Empowerment: AmeriCorps VISTA values the inherent strengths and resources of the community. VISTA supports project systems as involve residents of the community in planning, developing, and implementing the VISTA project. This approach allows low-income individuals the freedom to speak for themselves in discussing the projects that suit their specific needs.

AmeriCorps VISTA National Highlights*

- AmeriCorps VISTAs: 1,104
- States Served: 48
- Hours served by VISTAs: 11 million
- Number of VISTA projects: 4,111
- Value of cash and in-kind resources raised: \$12.4 million
- Annual Federal Funding: \$94.7 million

*Values include but are not all other statistics not be listed here 2011

pubs.nationalservice.gov

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Questions about VISTA?

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Effective Communication Tools

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Telling Your Story

To tell an effective story you should consider:

1. Your audience: Who are they? What do they want to hear? What would appeal to them?
2. The message: What do you want to get across? What is the most important point? What do you want them to do with your message?

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S.O.C.O.

Telling your story successfully requires a clear, consistent and compelling message.

A **Single Overriding Communication Objective** – S.O.C.O. – helps you focus your message and ensure that your audience hears it..



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Things to Consider

- Why did you serve?
- What difference are you making?
- What are your significant contributions to alleviating poverty and building capacity in your community?
- What are the most pressing community challenges to eliminating poverty?
- How is the VISTA program changing you?
- Why would you encourage someone else to join?

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The Elevator Speech

- 30-60 seconds
- Use a “hook” to capture attention
- Tailor to your audience
- Be passionate
- End with an “ask”
- Practice, practice, practice



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Resources

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Jan. 21, 2013 [learn more](#)

AMERICORPS STATE AND NATIONAL ★ AMERICORPS NCCC ★ AMERICORPS VISTA

About AmeriCorps
This section contains everything you need to

For Individuals
Prospective members, current members, and

For Organizations
Whether you're a current grantee or

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VISTACampus.gov



VISTA 101: Understanding VISTA

*Find out if VISTA
is right for your
organization.*



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Questions?

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Next Steps

- Send a press release to your local news and get featured on “VISTAs in the News”
- Add the AmeriCorps VISTA logo and name to your business cards and email signature
- Make an AmeriCorps VISTA presentation to a community group or your own organization
- Request a visible presence for AmeriCorps VISTA and CNCS on your organization’s website
- Encourage the leadership at your organization to credit the role of AmeriCorps VISTA and CNCS in speeches and at public events
- Add AmeriCorps VISTA to your resume

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Evaluation

Please take a few moments to share your feedback.

How can we improve these sessions? What topics should we include in future webinars?

Thank you very much for your time and participation!

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THANK YOU

For Your Participation!

If you have further questions or for more
information, contact us:

VISTACAMPUS@CampaignConsultation.com

**Using National Performance Measures to
Demonstrate Impact**

February 20, 2013 at 2pm EST

Visit the Ongoing Learning page on the VISTA
Campus for a complete schedule of VISTA
Webshops

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V-Chat

**Share your elevator pitches,
resources, and questions**

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